

PRODUCT DESCRIPTION

Nexcerpt is your Virtual Research and Publishing Assistant, delivering the right information to the right people at the right time. It automatically monitors, gathers, and filters information from a wide array of sources, using queries you define. Daily, on your schedule, it delivers filtered, highly relevant results to you, or to any audience you choose.

Nexcerpt's publishing function also allows you to annotate relevant content to share with your target audiences, via e-mail newsletters or publishing to a web site. You may accumulate and publish on any schedule -- daily, weekly, or as your time permits.

As a Nexcerpt user, you gain up-to-date information about clients, prospects, competitors, and industries. By publishing to internal or external audiences, or both, you demonstrate your expertise, and share valuable insights. Nexcerpt allows custom formatting and co-branding of published content, to reinforce branding and identity within each communication.

APPLICATION: MARKET LEADERSHIP

An influential medical society wishing to enable its subject matter experts (SMEs) to communicate medical developments to its physician members chose Nexcerpt for its proactive search technology, and for its effortless annotation and publishing functionality.

Nexcerpt automatically monitors both external data sources and proprietary/internal medical data sources for relevant new developments. When Nexcerpt identifies new information, it updates the appropriate SME Nexcerpt accounts. These experts then review the information, decide on the appropriate recipients (typically by medical specialty), and annotate regarding implications of the findings.

The recipients of these communications benefit from receiving timely and educational data. Not only are they freed from the time-consuming burden of searching for and interpreting new medical developments, but also they enjoy peace of mind knowing that they will not miss important new developments. In turn, the medical society benefits by providing an indispensable member service.


By identifying and sharing important and time-sensitive medical information, the medical society is better able to:

- Recruit new physicians and retain current members, thereby increasing revenue and influence.
- Demonstrate expertise and provide value-added information to its physician constituents.
- Save members from a time-consuming, constant task of scanning for new developments in narrow specialties.
- Provide peace of mind to its members that important developments are not overlooked.
- Ensure high-quality patient care by keeping member physicians up-to-date with new research findings.

NEXCERPT'S CONTENT

Driven by user queries, Nexcerpt's sophisticated and proven search technology gathers and filters information from an array of data sources. Content ranges from commonly accessible Websites (including those that require registration) to internal data sources, such as corporate Intranets. Users choose which Nexcerpt data solution best suits their needs:

- *Basic* - Select any or all from Nexcerpt's 5500+ news and information sources (growing daily)
- *Expert* - Select from Nexcerpt sources plus additional sources specified by user (some may require authentication)
- *Custom* - Customized content for business partners using internal data sources and content (may also include Nexcerpt's sources, if desired)



"Nexcerpt solves some prevalent problems for knowledge workers and information managers. It provides continuous and up to date information, but in manageable bites. It eliminates the tedium of putting together a newsletter from diverse sources, since it is a search, editing, and publishing tool all in one. It removes the complexity of the publishing and distribution process, and it delivers useful subsets of documents."

IDC

For more information:

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DELIVERING RESULTS

Upon receiving the day's Nexcerpt, you may add your expert comments before or after any excerpt. Your commentaries become part of the issue Nexcerpt will publish. When Nexcerpt delivers your issue, it creates a connection with everyone you need to touch, and offers a simple mechanism to encourage recipients to offer you feedback.



Nexcerpt for: Healthcare Audience
Editor: LSmith - Healthcare
Published at: Fri, Mar 7, 2003 10:14 AM

Efforts to stem the outbreak of disease and prevent it in the future.

Source

1. JAMA Journal of the American Medical Association, Thu, Mar 6, 2003

[The Siren Song of Disease Eradication: Is It Out of Tune With the Time...](#)
Health / Magazine / Monthly

[text](#)

... look like smallpox, you treat them for smallpox." Carriers of poliovirus, in contrast, can shed viable virus for years without showing symptoms. Even a huge surveillance program would miss... In the early 1980s, an extensive search-and-destroy effort wiped out all but two known stocks of the virus. Backed by a consensus of scientific societies, the World Health Assembly voted to destroy those...

While the medical community's previously focus was on total eradication of disease, experts are now saying that disease control is a more realistic goal. Out of six 20th century eradication "crusades," none were completely successful. Campaigns against yellow fever and malaria failed outright, while ongoing projects targeting poliomyelitis and guinea worm disease have had only partial success.

2. Boston Globe (MA), Fri, Mar 7, 2003

[Boston.com / Latest News / Nation / CDC: Spike in India's polio cases ...](#)
Front Page / Newspaper / Daily

[text](#)

... [Send this story to a friend | Most e-mailed articles | Easy-print version][CDC: Spike in India's polio cases prompts vaccination rally](#) By Associated Press, 3/6/2003 13:35... In 2002, 1,556 cases of wild polio virus were found in India, up from only 268 cases a year earlier, the Centers for Disease Control and Prevention said. This year, India and World Health Organization officials launched one...

A dramatic increase in the number of new polio cases in India has prompted health officials to launch one of history's largest vaccination drives. The hope is to vaccinated every child in the country under the age of 5.

3. KFSM (AR), Sun, Mar 2, 2003

[TheHometownChannel.com - Health - \\$20M Awarded For Smallpox Vaccine Re...](#)
National News / Internet / Daily

[text](#)

... E-Mail This Story E-Mail This Story | Print This Story Print This Story \$20M Awarded For Smallpox Vaccine Research Goal Is Development Of Safer Vaccine POSTED: 6:05 p.m. EST February 25, 2003... Magnesium Can Be Answer To Chronic Fatigue, Pain Science Central \$20M Awarded For Smallpox Vaccine Research Home News Weather Sports HealthBeat Money Technology Entertainment...

Two vaccine companies have received \$20 million in federal contracts to speed development of a safer smallpox vaccine. The modified strain that scientists are researching doesn't replicate inside cells, and, therefore, shouldn't pose the same risk as the current vaccine.

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FEATURES AND BENEFITS

Features	Benefits
<i>Simplicity and Efficiency</i>	<ul style="list-style-type: none">• Makes powerful tools easy to use and understand• Offers quick user configuration and content audit• Works intuitively and uniformly within a single interface• Coordinates selection, annotation, and delivery of data fully
<i>Flexibility</i>	<ul style="list-style-type: none">• Permits quick adding, editing, and updating of user profiles• Annotates and disseminates any amount of information easily• Delivers by e-mail, either as HTML or plain text• Publishes to web sites, either public or private
<i>Automation</i>	<ul style="list-style-type: none">• Saves time by replacing manual search routines• Assures thorough, unattended news monitoring and retrieval
<i>Relevance</i>	<ul style="list-style-type: none">• Filters, scores and prioritizes all new information daily• Focuses your time on the freshest, most relevant content
<i>Completeness</i>	<ul style="list-style-type: none">• Ensures data currency through perpetual monitoring• Instills confidence through awareness of industry news• Accesses thousands of sources, including user-selected sites
<i>Co-Branding</i>	<ul style="list-style-type: none">• Reinforces branding and identity with co-branded emails• Creates new branding through web newsletter publishing
<i>Availability</i>	<ul style="list-style-type: none">• Provides access from any web browser, anytime, anywhere• Navigates many tasks using one flexible web interface• Communicates using standard, universal web protocols
<i>Cost-Effectiveness</i>	<ul style="list-style-type: none">• Cuts data and news production time and expenses• Eliminates costly research and data mining• Lowers administration costs• Reduces implementation costs• Increases effectiveness without increasing budget

TECHNICAL REQUIREMENTS


Nexcerpt leverages standard Web-based technology and is easily deployed without issues of integration. It is easily used by a range of users, from novice to expert, for small to enterprise-scale projects. Nexcerpt's simplicity saves organizations from costly software maintenance expenditures and platform interoperability challenges.

CUSTOMERS

Organizations currently using Nexcerpt include Fortune 500 corporations, medium and small-sized companies, consulting firms, not-for-profit organizations, medical facilities, and more.

ABOUT NEXCERPT

Nexcerpt provides proactive information monitoring, gathering, filtering and dissemination solutions for a variety of different industries and applications. Companies that use Nexcerpt enhance their market leadership by cost-effectively strengthening relationships with customers, prospects, colleagues, and teams. With Nexcerpt, businesses can easily retrieve, annotate, administer, and publish business-critical information, creating innovative communication opportunities that connect organizations with their constituents.



"Nexcerpt relieves the burden for employees spending vast amounts of time finding information from the Internet as a whole, so they can instead focus on sharing knowledge with others. Those that will benefit from the solution are companies of all sizes, including smaller organisations with fewer resources, as they can retrieve and distribute far more information."

The Butler Group

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